

ROYAL BOROUGH OF KENSINGTON & CHELSEA

REPORT BY EXECUTIVE DIRECTOR, PLANNING & CONSERVATION



MEMBERS' PANEL

APP NO. PP/99/02528/COTH/10
AGENDA ITEM NO. 540

ADDRESS

Natural History Museum,
Cromwell Road,
Kensington, SW7 5BD

APPLICATION DATED 06/12/1999

APPLICATION COMPLETE 15/12/1999

APPLICATION REVISED 08/03/2000

APPLICANT/AGENT ADDRESS:

CONSERVATION AREA Queen's Gate

CAPS Yes

Cecil Denny
Highton and
Partners,
Axtell House,
23-24 Warwick
Street,
London
W1

ARTICLE '4' No

WARD Brompton

LISTED BUILDING I

HBMC DIRECTION N/A

CONSULTED 1

OBJECTIONS 1

SUPPORT 0

PETITION 0

Applicant Cecil Denny Highton and Partners

PROPOSAL:

Display of a contractors' signboard to the corner of Queen's Gate and Cromwell Road.
(Circular 18/84 application)

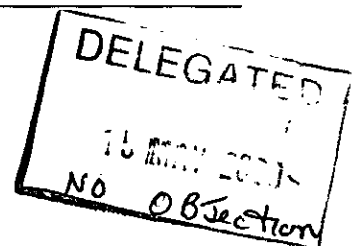
RBK&C Drawing No(s):
Applicants

PP/99/02528 and PP/99/02528/A
Site layout plan, sign detail (unnumbered received
9.12.1999) section of sign board (unnumbered received
8.3.2000)

RECOMMENDED DECISION:

Raise No Objection

PP/99/02528: 1





12

INFORMATIVE

This Council raises no objection to the display of the contractors' signboard provided it is removed by 31.3.2001

13

1.0 SITE

- 1.1 The premises are a museum building fronting Cromwell Road and are bounded by Exhibition Road to the East and Queen's Gate to the West.
- 1.2 The premises is a Grade I listed building and is included within the Queen's Gate Conservation Area

2.0 PROPOSAL

- 2.1 The application is for the display of a contractors' information signboard located at the corner of the site, at the junction of Cromwell Road and Queen's Gate. The board will measure 6100mm x 6100mm and will be supported on a steel frame of some two metres in height. The board will be located directly behind the boundary railings and will have no illumination.
- 2.2 The contractors' signboard will be in place for a temporary period until the end of March 2001 when the New Life Sciences building will be completed.

3.0 PLANNING CONSIDERATIONS

- 3.1 The main considerations in this case are the effect of the proposal on the setting of the listed building and the character and appearance of the conservation area. The proposal should also be considered with regard to any effect it may have on public safety.
- 3.2 The relevant planning policies are:
 - CD68 (advertisements)
 - CD61 (setting of listed buildings)
 - CD52 (conservation areas)

- 3.3 The proposed contractors' signboard will be displayed to the Cromwell Road elevation. Although the signboard is large, given that it will be located some 70 metres from the museum building for a temporary period and is non illuminated, it is considered not to result in harm to the setting of the listed building or the character and appearance of the conservation area.
- 3.4 English Heritage were consulted regarding the proposal and have stated they have no observations to make on the scheme
- 3.5 With regard to public safety, given the location of the sign and that it is not illuminated, it is not considered to have any effect on public safety.

4.0 PUBLIC CONSULTATION

- 4.1 A notice was displayed on site regarding the proposal on 24 December 1999. To date, one letter of objection has been received.

14

- 4.2 The letter was received from the Kensington Society who object to the proposal on the grounds that the sign is unnecessarily large and would be an eyesore.

Although the signboard is large, given its scale in relation to the surrounding area, its distance from the museum building and that it is a temporary feature, it is considered that it would not result in harm to the setting of the listed building or the character and appearance of the conservation area.

5.0 **RECOMMENDATION**

- 5.1 Raise no objection to the proposal.

M.J. FRENCH
EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION